In the Claims:

1 – 37 (cancelled)

38 – 64 (withdrawn)

65.   (previously presented) A method for generating a composite image including:

presenting a first image via a Web interface presented on a browser;

presenting a second image via a Web interface presented on the browser;

communicating a selection of the first image and the second image to a server via a network;

automatically generating a composite image of the first image and the second image at the server; and

communicating the composite image from the server to the browser via the network.

66.   (previously presented) The method of claim 65 wherein the first image is a product image.

67.   (previously presented) The method of claim 65 wherein the second image is a decorative image including any one of a group of images including a logo image and a text image.

68.   (previously presented) The method of claim 65 wherein the composite image includes the second image placed in a default position on the first image.

69.   (previously presented) The method of claim 65 further including:

positioning the second image relative to the first image via a Web interface presented on the browser to generate relative positioning information;

communicating the relative positioning information to the server via the network; and

automatically generating the composite image of the first image and the second image at the server according to the relative positioning information.

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70.   (previously presented) The method of claim 65 wherein the composite image is associated with information in a database, the associated information in the database being communicated together with the composite image from the server to the browser via the network as a photo sample.

71.   (previously presented) The method of claim 70 wherein the photo sample is sent via network to a specified e-mail address.

72.   (previously presented) The method of claim 70 wherein a URL, containing the photo sample is sent via network to a specified e-mail address.

73.   (previously presented) A network-based method for generating a composite image, the method including:

   receiving a first image and a second image at a server from a browser responsive to a user-selection of the first image and the second image;

   automatically generating a composite image of the first image and the second image at the server; and

   communicating the composite image from the server to the browser via a network.

74.   (previously presented) The network-based method of claim 73 wherein the first image is a product image.

75.   (previously presented) The network-based method of claim 73 wherein the second image is a decorative image including any one of a group of images including a logo image and a text image.

76.   (previously presented) The network-based method of claim 73 wherein the composite image includes the second image placed in a default position on the first image.

77.   (previously presented) The network-based method of claim 73 including receiving a relative positioning information from the browser via the network and automatically generating the composite image of the first image and the second image at the server according to the relative positioning information.

78.   (previously presented) The network-based method of claim 73 wherein the composite image is associated with information in a database to generate a photo sample.

79.   (previously presented) The network-based method of claim 78 wherein the photo sample is transmitted via the network to a specified e-mail address.

80.   (previously presented) A network-based method of generating a composite image, the method including:

> presenting a first image for user selection via a first Web interface presented on a browser;
>
> uploading a second image;
>
> communicating a selection of the first image and the second image to a server via a network;
>
> receiving a composite image of the first image and the second image to a server via a network; and
>
> displaying the composite image via a second Web interface presented on the browser.

81.   (previously presented) The network-based method of claim 80 wherein the first image is a product image.

82.   (previously presented) The network-based method of claim 80 wherein the second image is a decorative image including any one of a group of images including a logo image and a text image.

83. (previously presented) The network-based method of claim 80 wherein the composite image includes a second image placed in a default position on the first image.

84. (previously presented) The network-based method of claim 80 further including:

        positioning the second image relative to the first image via a Web interface presented on the browser to generate a relative positioning information;

        communicating the relative positioning information to the server via the network;

        receiving the composite image of the first image and the second image from the server to the browser, the composite image generated according to the relative positioning information; and

        displaying the composite image at the browser.

85. (previously presented) A network-based method for generating a composite image, the method including:

        presenting a first image for user selection via a first Web interface presented on a browser;

        presenting a second image for user selection via a second Web interface presented on the browser;

        communicating a selection of the first image and the second image to a server via a network;

        receiving a composite image of the first image and the second image from the server at the browser via the network; and

        displaying the composite image via a third Web interface presented on the browser.

86. (previously presented) The network-based method of claim 85 wherein the first image is a product image.

87. (previously presented) The network-based method of claim 85 wherein the second image is a decorative image including any one of a group of images including a logo image and a text image.

88. (previously presented) The network-based method of claim 85 wherein the composite image includes a second image placed in a default position on the first image.

89. (previously presented) The network-based method of claim 84 further including:

    positioning the second image relative to the first image via a Web interface presented on the browser to generate a relative positioning information;

    communicating the relative positioning information to the server via the network;

    receiving the composite image of the first image and the second image from the server to the browser, the composite image generated according to the relative positioning information; and

    displaying the composite image at the browser.

90. (previously presented) An apparatus for generating a composite image including:

    a first database, the first image database to store at least one first image file;

    a second image database, said second image database to store at least one second image file;

    a server to receive a user selection of the first image file and the second image file and to generate a composite image of a first image and a second image wherein the second image is positioned relative to the first image.

91. (previously presented) The apparatus of claim 90 wherein the first image is a product image.

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92. (previously presented) The apparatus of claim 90 wherein the second image is a decorative image including any one of a group of images, including a logo image and a text image.

93. (previously presented) The apparatus of claim 90 wherein the server is further configured to generate a photo sample.

94. (previously presented) The apparatus of claim 90 wherein the server is further configured to transmit the photo sample via the network to a specified e-mail address.

95. (previously presented) An apparatus for generating a composite image including:

> means for presenting a first image via a Web interface presented on a browser;
>
> means for presenting a second image via a Web interface presented on the browser;
>
> means for communicating a selection of the first image and the second image to a server via a network;
>
> means for automatically generating a composite image of the first image and the second image at the server; and
>
> means for communicating the composite image from the server to the browser via the network.

96. (previously presented) The apparatus of claim 95 wherein the first image is a product image.

97. (previously presented) The apparatus of claim 95 wherein the second image is a decorative image including any one of a group of images, including a logo image and a text image.

98.   (previously presented) The apparatus of claim 95 wherein the means for automatically generating a composite image are further configured to generate a photo sample.

99.   (previously presented) The apparatus of claim 95 wherein the means for automatically generating a composite image are further configured to transmit the photo sample via the network to a specified e-mail address.

100 – 181 (withdrawn)

182.   (previously presented) The method of preparing a server to support a client system to construct a composite image, the component parts of said composite image comprising a first image of a marking and a second image of an item , said method comprising the steps of:

      a)   constructing at the server first and second libraries;

      b)   inputting to the server data representative of sets of said first and second images;

      c)   generating from said data representative of said second images said set of said second images, and loading said set of said second images into said second library; and

      d)   generating from said data representative of said first images said set of said first images and loading said set of first images into said first library.

183.   (previously presented) The method of preparing a server as claimed in claim 182, wherein said marking takes the form of a logo.

184.   (previously presented) The method of preparing a server as claimed in claim 182, wherein said marking takes the form of a logo and said item takes the form of a promotional product.

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185. (previously presented) The method of preparing a server as claimed in 182, wherein there is included a plurality of said formatted first images and a plurality of formatted second images, and there is included a step of storing said plurality of said formatted first images in the first library, and storing said plurality of said formatted second images in the second library.

186. (previously presented) The method of preparing a server as claimed in claim 182, wherein there is included a step of disposing at least one location on said first image to facilitate the superimposing said second image on said first image in a desired relationship to said first image.

187. (previously presented) The method of preparing a server as claimed in claim 186, wherein there is included a further step or representing said second image as a logo and said first image as a product, whereby said one location may be used to position said logo on said product.

188. (previously presented) The method of preparing a server as claimed in claim 182, wherein there is further included the step of normalizing the dimensions of each of said plurality of said second images, and storing said plurality of said normalized images in said second library.

189. (currently amended) The method of preparing a server as claimed in claim 188, ~~wherein there is included a plurality of said second images,~~ said step of normalizing normalizes the dimensions of each of said plurality of said second images, and there is further included the step of storing said plurality of said normalized images in said second library.

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190. (previously presented) The method of preparing a server as claimed in claim 182, wherein there is further included a step of creating and storing in memory a set of first parameters that defines a certain characteristic of said set of said first images.

191. (previously presented) The method of preparing a server as claimed in claim 190, wherein there is further included a step of creating and storing in memory a set of second parameters that defines a certain characteristic of said set of said second images.

192. (previously presented) The method of preparing a server as claimed in claim 191, wherein said set of said second parameters define color.

193. (previously presented) The method of preparing a server as claimed in claim 192, wherein said set of second parameters define color.

194. (previously presented) The method of preparing a server as claimed in claim 191, wherein said second parameter defines the relating size of said second image as compared to the size of said first image.

195. (previously presented) The method of preparing a server as claimed in claim 190, wherein there is further included a step of preparing a webpage bearing a set of keys designed to be clicked on by a user at the client system to select one of said set of first parameters to define a corresponding characteristic of said first image.

196. (previously presented) The method of operating a client system and a server to construct a composite image, the components of the composite image comprising first and second images, first and second libraries being provided at the server to store respectively sets of the first and second images, said method comprising the steps of:

a) facilitating a user at the client system to select from the first library a selected one of said set of first images;

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b)   facilitating the user at the client system to select from the second library a selected one of said set of second images;

c)   accessing at the server from the first and second libraries said selected ones of said first and second images;

d)   superimposing at the server said selected one second image on said selected one first image to provide said composite image; and

e)   transmitting via a communication path from the server to the client system said composite image.

197.   (previously presented) the method of operating a client system as claimed in claim 196, wherein said selected one first image comprises a promotional product, and said selected one second image comprises a logo, and there is further included a step of displaying at the client system said composite image as a logo superimposed on a promotional product.

198.   (previously presented) The method of operating a client system as claimed in claim 196, wherein there is further included a step of creating a parameter that defines a certain characteristic of at least one of said first and second images.

199.   (previously presented) The method of operating a client system as claimed in claim 198, wherein said creating step creates a set of parameters that define certain characteristics of said one image, and there is further included the steps of creating a webpage that presents a set of keys corresponding to said set of parameters, and transmitting said webpage to the client server, whereby the user may click on a desired one of said set of keys to select a corresponding one of said set of parameters.

200. (previously presented) The method of operating a client system as claimed in claim 198, wherein said parameter relates to the color of said first image.

201. (previously presented) The method of operating a client system as claimed in claim 198, wherein said first mentioned parameter defines the certain characteristic of said first images, and there is further included the step of creating a second parameter that defines a certain characteristic of said second images.

202. (previously presented) The method of operating a client system as claimed in claim 201, where the certain characteristic is color.

203. (previously presented) The method of constructing a composite image, the components of the composite image comprising first and second images, said method comprising the steps of:

a) providing first and second libraries to store respectively said sets of said first and second images;

b) facilitating a user to select from the first library a selected one of said set of first images;

c) facilitating the user to select from the second library a selected one of said set of second images;

d) accessing from the first and second libraries said selected ones of said first and second images;

e) superimposing said selected one second image on said selected one first image to provide said composite image; and

f) transmitting via a network to the user said composite image.

204. (previously presented) The method of constructing a composite image as claimed in claim 203, wherein said selected one first image comprises a promotional product, and said selected one second image comprises a logo, and there is further included a step of displaying at the client system said composite image as a logo superimposed on a promotional product.

205. (previously presented) The method of constructing a composite image as claimed in claim 203, wherein there is further included a step of creating a parameter that defines a certain characteristic of at least one of said first and second images.

206. (previously presented) The method of constructing a composite image as claimed in claim 205, wherein said creating step creates a set of parameters that define certain characteristics of said one image, and there is further included the steps of creating a webpage that presents a set of keys corresponding to said set of parameters, and transmitting said webpage to the user to facilitate the user to actuate a desired one of said set of keys to select a corresponding one of said set of parameters.

207. (previously presented) The method of constructing a composite image as claimed in claim 205, wherein said parameter relates to the color of said first image.

208. (previously presented) The method of constructing a composite image as claimed in claim 205, wherein said first mentioned parameter defines the certain characteristic of said first images, and there is further included the step of creating a second parameter that defines a certain characteristic of said second images.

209. (previously presented) The method of constructing a composite image as claimed in claim 208, where the certain characteristic is color.

210. (previously presented) The method of operating a client system and a server to construct a composite image, the components of the composite image comprising first and second images, the server comprising first and second libraries for storing respectively sets of the first and second images, said method comprising the steps of:

a) establishing a communication session over a communication path between the server and the client system;

b) facilitating a user at the client system during the course of said communication session to select from the first library a selected one of said set of first images;

c) facilitating the user at the client system during the course of said communication session to select from the second library a selected one of said set of second images;

d) accessing at the server from the first and second libraries said selected ones of said first and second images;

e) superimposing at the server said selected one second image on said selected one first image to provide said composite image; and

f) transmitting from the server to the client system said composite image.

211. (previously presented) The method of operating a client system as claimed in claim 210, wherein said selected one first image comprises a promotional product, and said selected one second image comprises a logo, and there is further included a step of displaying at the client system said composite image as a logo superimposed on a promotional product.

212. (previously presented) The method of operating a client system as claimed in claim 210, wherein there is further included a step of creating a parameter that defines a certain characteristic of at least one of said first and second images.

213. (previously presented) The method of operating a client system as claimed in claim 212, wherein said creating step creates a set of parameters that define certain characteristics of said one image, and there is further included the steps of creating a webpage that presents a set of keys corresponding to said set of parameters, and transmitting said webpage to the client server, whereby the user may click on a desired one of said set of keys to select a corresponding one of said set of parameters.

214. (previously presented) The method of operating a client system as claimed in claim 212, wherein said parameter relates to the color of said first image.

215. (previously presented) The method of operating a client system as claimed in claim 212, wherein said first mentioned parameter defines the certain characteristic of said first images, and there is further included the step of creating a second parameter that defines a certain characteristic of said second images.

216. (previously presented) The method of operating a client system as claimed in claim 215, where the certain characteristic is color.

217. (previously presented) The method of preparing a server to support a user to construct a composite image, the component parts of said composite image comprising first and second images, said method comprising the steps of:

a) constructing a server to comprise first and second libraries;

b) inputting to the server data representative of sets of said first and second images;

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c)   generating from said data representative of said second images said set of said second images, and loading said set of said second images into said second library; and

d)   generating from said data representative of said first images said set of said first images and loading said set of first images into said first library.

218.   (previously presented) The method of preparing a server as claimed in claim 217, wherein each of said set of first images represents a promotional product, each of said set of second images represents a logo, and said composite image comprises said logo superimposed on said promotional product.

219.   (previously presented) The method of preparing a server as claimed in claim 217, wherein there is further included a step of creating and storing in memory a set of first parameters, where each of said of set of first parameters defines a first certain characteristic of a corresponding one said set of said first images.

220.   (previously presented) The method of preparing a server as claimed in claim 219, wherein there is further included a step of creating and storing in memory a set of second parameters, where each of said set of second parameters defines a second characteristic of a corresponding one of said set of said second images, wherein said first characteristic differs from said first characteristic.

221.   (previously presented) The method of preparing a server as claimed in claim 220, wherein each of said first parameters defines a particular color of a corresponding first image.

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222. (previously presented) The method of preparing a server as claimed in claim 221, wherein each of said second parameters defines a particular color of a corresponding second image.

223. (previously presented) The method of preparing a server as claimed in claim 220, wherein said first parameter defines the relative size of said first image as compared to the size of said second image upon which said first image is superimposed.

224. (previously presented) The method of preparing a server as claimed in claim 219, wherein there is further included a step of preparing a first webpage bearing indicia designed to be clicked on by a user to select one of said set of said first parameters to define the first characteristic of the first image.

225. (previously presented) The method of preparing a server as claimed in claim 220, wherein there is further included the step of preparing a second webpage bearing indicia designed to be actuated by a user to select one of said set of said second parameters to define the second characteristic of the second image.

226. (previously presented) The method of preparing a server as claimed in claim 217, wherein said set of first images are embedded into a first webpage to be downloaded and displayed to the user.

227. (previously presented) The method of preparing a server as claimed in claim 225, wherein said set of second images are embedded into a second webpage to be downloaded and displayed to the user.

228. (previously presented) The method of preparing a server as claimed in claim 216, wherein there is further included the steps of effecting the display the first webpage,

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whereby the use is facilitated to select one of the set of first images, and receiving a signal from the user indicative of the first image selected by the user.

229. (previously presented) The method of preparing a server as claimed in claim 226, wherein there is further included the step of preparing a third webpage bearing indicia designed to be actuated by the user to select one of said set of said first images and to embed said selected first image into said third webpage to be transmitted to and displayed by the supported client system.

230. (previously presented) The method of preparing a server as claimed in claim 229, wherein there is further included the steps of creating and storing in memory a set of second parameters that defines a certain characteristic of said corresponding first images and of preparing said third webpage to bear further indicia to be actuated by the user of the supported client system to select one of said set of first parameters to define that characteristic of the selected first image.

231. (previously presented) The method of preparing a server as claimed in claim 228, wherein there is further included the steps of to effect the display of the second webpage, whereby the use user is facilitated to selected one of the set of second images, and receiving a signal from the user indicative of the second image selected by the user.

232. (previously presented) The method of preparing a sever as claimed in claim 231, wherein said first selected image is superimposed on said second selected image.

233. (previously presented) The method of preparing a server as claimed in claim 232. wherein said superimposed image is embedded on a third webpage.

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234. (previously presented) The method of preparing a server as claimed in claim 232, wherein said first image comprises a logo or the like, and said second image comprises a promotional product or the like.

235. (previously presented) The method of preparing a server as claimed in claim 233, wherein there is further included the step of displaying the third webpage to the user whereby the user is permitted to view said composite image before approving or not the composite image, and receiving from the user communication of whether or not the user has approved the said composite image.

236. (previously presented) The method of preparing a server to support a client system to construct a composite image, the component parts of said composite image comprising first and second images, said method comprising the steps of:

    a)   accessing said first and second images;

    b)   said second image having at least one location affixed thereto;

    c)   superimposing said first image onto said second image; and

    d)   adjusting the relative position of said first image with respect to said second image so that said first image over lies said location of said second image.

237. (previously presented) The method of preparing a server as claimed in claim 236, wherein there is further included the steps of embedding said composite image is embedded onto a webpage; and display said webpage whereby the user may preview the composite image.

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238. (previously presented) The method of preparing a server as claimed in claim 236, wherein said server facilitates the user to adjust the relative position of said first image to said second so that said first image overlays said location.

239. (previously presented) The method of preparing a server as claimed in claim 238, wherein said first image is a logo or the like, and said second image is a promotional product or the like.

240. (currently amended) The method of preparing a server to support a user to construct a composite image, the component parts of said composite image comprising first and second images, said method comprising the steps of:

a) accessing a first set of said first images, and a second set of second images;

b) constructing at least a ~~third~~ first and a second webface comprising respectively a first set of index indices, and a second set of index indices;

c) displaying said first and second ~~third~~ webfaces to facilitate respectively the user to actuate at least one of said first set of index indices and at least one of said second set of index indices, whereby the user selects at least one of said first images of said first set corresponding to the actuated one index indicia of said first set and the user selects at least one of said second images of said second set corresponding to the actuated one index indicia of said second set; and

d) embed in ~~a~~ said first webpage the selected one or more of said first images of said first set, and embed in said second webface the selected one or more of said second image of said second set

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241. (previously presented) The method of preparing a server as claimed in claim 240, wherein said first image comprises a logo or the like, and the second image comprises a promotional product or the like.

242. (currently amended) The method of preparing a server as claimed in claim 241, wherein said index indicia of said first set identifies each logo alphabetically by the first letter of ~~it's~~ the name of its logo.

243. (currently amended) The method of preparing a server as claimed in claim 242, wherein each of said index indices of said ~~firs~~ second set identifies each of said promotional products by category.

244. (previously presented) The method of preparing a server as claimed in claim 243, wherein category comprises the group of apparel, writing instruments, athletic equipment, luggage, and the like.

245. (currently amended) The method of preparing a server as claimed in claim ~~217~~ 240 , wherein there is further included the step of formatting the data of said first images as ~~an~~ a first array of pixel elements.

246. (currently amended) The method of preparing a server as claimed in claim ~~217~~ 240, wherein there is further included a step of configuring ~~each of~~ said first set of first ~~second~~ images as a logo.

247. (currently amended) The method of preparing a server as claimed in claim ~~217~~ 240, wherein there is further included a step of configuring said second image as a ~~logo~~ product, and a step of configuring said first image as a ~~product~~ logo.

Claim 248 (canceled)

249. (currently amended) The method of preparing a server as claimed in claim 245, wherein there is further included the step of configuring said second set of second images with positioned data, and responding to the positional data of said second image to represent said second image as a an second array of pixels.

250. (currently amended) The method of preparing a server as claimed in claim 249, where there is further included a step of merging said array first and second arrays of pixels related to said second image, whereby said second image is superimposed on said first image.

Claim 251 (canceled)

252. (currently amended) The method of preparing a server as claimed in claim 217 240 , where there is included a step of setting said first set of images to a default color.

253. (currently amended) The method of preparing a server as claimed in claim 252, wherein there is further included a step of setting said set of said second images to a default color.

254. (currently amended) The method of preparing a server as claimed in claim 253, there is further included the step of providing first and second parameters for setting said sets of default colors of said first and second images respectively.

255. (currently amended) The method of preparing a server as claimed in claim 217 240, wherein there is included a step of disposing at least one placement hook on each of said first image images of said first set to facilitate the superimposing each of said second images of said second set on a corresponding said first image of said first set in a desired relationship to said first image.

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256.   (currently amended) The method of preparing a server as claimed in claim

255, wherein there is included a further step of representing each of said second images of

said first set as a logo and each of said first images of said set as a product, whereby said one

placement hook may be used to position said logos ~~on~~ with respect to each of said products.

257.   (currently amended) The method of preparing a server as claimed in claim

~~217~~ 240, wherein there is further included the step of normalizing the dimensions of each of

said second images ~~and storing said normalized second image in the second library~~.

258.   (currently amended) The method of preparing a server as claimed in claim

257, wherein ~~there are a plurality of said second images,~~ said step of normalizing normalizes

the dimensions of each of said plurality of said second images, and storing said plurality of

said normalized second images in said second library.

259.   (previously presented) A server adapted to support a client system to generate

a composite image, the component parts of said composite image comprising first and second

images, said server comprising:

        a)   a programmed processor for receiving and responsive to data

representative of a set of said second images to generate a corresponding set of second

images;

        b)   a second library for storing said set of second images;

        c)   a first library for storing a set of said first images; and

        d)   said programmed processor facilitating a communication session with

the supported client system to permit the user of the client system to select one of said set of

said first images and one of said set of said second images, said programmed processor

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responsive to the user selection of one of said set of said second images to access from the second library said selected second image and to the user selection of one of said set of said first images to access from the first library said selected first image.

260.   (previously presented) The server adapted to support a client system as claimed in claim 259, wherein there is further comprised a memory for storing at least one webpage bearing indicia designed to be actuated by a user of the supported client system to select a corresponding one of said set of said second images, said programmed processor responsive to the actuation of one of said indicia to select the corresponding one of said set of said second images for embedding said selected second image into said webpage to be transmitted to and to be displayed by the supported client system.

261.   (previously presented) The server adapted to support a client system as claimed in claim 260, wherein said memory stores a set of parameters, each of which defines a certain characteristic of said corresponding second image, and a second webpage bearing indicia designed to be actuated by the user of the supported client system to select one of said set of said parameters to define that characteristic of said selected second image, and said programmed processor is programmed to respond to the actuation of an indicia of said second webpage corresponding to a selected one of said set of said parameters to set that characteristic of said second image.

262.   (currently amended) A method of preparing a server to support a user system to provide a composite image, the component parts of said composite image comprising at least a first image of the logo or the like and at least a second image of a promotional product or the like, said method comprising the steps of:

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a)   providing at the server first and second memories;

b)   inputting to the server data representative of ~~pluralities~~ a plurality of said first image<u>s</u> and <u>a plurality of</u> said second image<u>s</u>;

c)   generating from said data representative of said second images said plurality <u>of</u> second images and loading said ~~pluralities~~ <u>plurality</u> of second images into said second memory; and

d)   generating from said data representative of said first image<u>s</u> said <u>plurality of</u> first images and loading said plurality of first images into said first memory.

263.   (currently amended) The method of preparing a server as claimed in claim 262, wherein said providing step provides each of said first and said <u>second</u> memories <u>respectively</u> as first and second libraries.

264.   (previously presented) The method of preparing a server as claimed in claim 262, where there is included a step of setting said first image to a default color.

265.   (previously presented) The method of preparing a server as claimed in claim 264, wherein there is further included a step of setting said second image to a default color.

266.   (previously presented) The method of preparing a server as claimed in claim 265, there is further included the step of providing first and second parameters for setting said default colors of said first and second images respectively.

267.   (previously presented) The method of preparing a server as claimed in claim 262, wherein there is included a step of disposing at least one placement hook on each of said pluralities of said first images to facilitate the superimposing each second image on said first image in a desired relationship to said first image.

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268. (previously presented) The method of preparing a server as claimed in claim 262, wherein there is further included the step of normalizing the dimensions of each of said plurality of said second images.

269. (currently amended) The method of preparing a server as claimed in claim 262, wherein there is further included the step of facilitating the use to at least one ~~selected~~ of said plurality of said first images and at least one of said second images, and assembling said selected of logos on said promotional products to form corresponding composite images.

270. (currently amended) The method of preparing a server as claimed in claim 262, wherein there is further included a step of creating and storing in a <u>first parameter</u> memory a first parameter that defines a certain attribute of said plurality of said first images.

271. (currently amended) The method of preparing a server as claimed in claim 270, wherein there is further included a step of creating and storing in <u>a second parameter</u> memory a second parameter that defines a certain characteristic of said plurality of said second images.

272. (previously presented) The method of preparing a server as claimed in claim 271, wherein said second parameter defines color.

273. (previously presented) The method of preparing a server as claimed in claim 271, wherein said second parameter defines the size of said second image.

274. (previously presented) The method of preparing a server as claimed in claim 271, wherein said second parameter defines the relative size of said second image with respect to said first image.

275. (currently amended) The method of preparing a server as claimed in claim 270, wherein there is further included a step of preparing a webpage bearing a set of keys

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adapted to be clicked on by the user at the supported user system to select a the first

parameter to define the certain attribute of said first image.

276. (previously presented) The method of preparing a server as claimed in claim

262, wherein there is further included the step of preparing a first webpage bearing indicia

designed to be actuated by the user at the supported user system to select one of said set of

said second images and to embed the selected second image into a second webpage to be

downloaded to and displayed by the supported user system.

277. (previously presented) The method of preparing a server as claimed in claim

276, wherein there is further included the steps of creating and storing in a memory a

plurality of parameters that define certain corresponding characteristics of said second image

and of preparing a third webpage bearing indicia designed to be actuated by the user of the

supported user system to select one of said set of said second parameters to define that

corresponding characteristic of said selected second image.

278. (previously presented) The method of preparing a server as claimed in claim

277, wherein one of said plurality of said parameters define the particular color of said

second image.

279. (previously presented) The method of preparing a server as claimed in claim

271, wherein there is further included a step of preparing a first webpage bearing indicia

designed to be actuated by the user at the supported user system to select one of said plurality

of said first images and to embed said selected first image into a second webpage to be

transmitted to and displayed by the supported user system.

280. (currently amended) The method of preparing a server as claimed in claim

279, wherein there is further included the steps of creating and storing in a third parameter a

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memory a plurality of <u>third</u> parameters that define a corresponding certain characteristic of said plurality of said first images and of preparing a third webpage to transport further indicia to be actuated by the user a̶ <u>at</u> the supported user system to select one of said plurality of <u>third</u> parameters to define that characteristic of the selected first image.

281.   (previously presented) The method of preparing a server as claimed in claim 262, wherein there is further included the step of assembling the first and second images to form the composite image.

282.   (currently amended) A server adapted to support a user system to preview for the user a composite image of a proposed promotional product, the component parts of said composite image comprising product and logo images, said server comprising a processor programmed to:

a)   generate a plurality of product images and a plurality of logo image<u>s</u>; and

b)   establish a communication session over a network between said server and said supported user system to permit the user of said supported system to select <u>at least</u> one of said plurality of said product images and <u>at least</u> one of said plurality of said logo images, said programmed processor responsive to the user selection of one of said plurality of said logo images to assemble the said selected one logo image and said selected one product image.

283.   (currently amended) The a̶d̶a̶p̶t̶e̶r̶ <u>adapted</u> server as claimed in claim 282, wherein said s̶e̶r̶v̶e̶r̶ <u>programmed</u> processor is programmed to transmit at least one webpage bearing indicia designed to be actuated by the user of the supported user system to select the corresponding one of said plurality of said log images, and to respond to the actuation of said

one indicia to access said corresponding one logo image to be included in the composite image of the proposed promotional product.

284. (currently amended) The adapted server as claimed in claim 283, wherein there is further included a memory that stores a plurality of parameters, each of which defines a certain characteristic of the corresponding logo image, and said <u>programmed</u> processor programmed to construct a second webpage bearing indicia designed to be actuated by the user at the supported user system to select <u>at least</u> one of said plurality of said parameters to define the corresponding characteristic of said selected logo image, and to respond to the actuation of a selected indicia of said second webpage corresponding to the selected one parameter to set that characteristic of said logo image.

285. (currently amended) A method of operating a server to support a user system to provide a composite image of a proposed promotional product, said composite image comprising at least a product image and a logo image, said method comprising the steps of:

a) providing at least said <u>one</u> product image and said <u>one</u> logo image;

b) assembling said product image and said logo image to form said composite image of said proposed promotional product; and

c) transmitting ~~via a network~~ a webpage bearing said composite image via a network from the server to the user system to permit the user to preview said composite image constructed of said images of said proposed product and said proposed logo.

286. (currently amended) A method of operating a server to support a user system to construct a composite image, said composite image comprising ~~a~~ <u>at least one</u> product image and ~~a~~ <u>at least one</u> logo image, said method comprising the steps of:

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a)	transmitting via a network a plurality of logo images from the server to the user system for display to the user;

b)	receiving via the network at the server the user's selection of at least one of said logo images; and

c)	responsive to the user's selection to assemble said selected logo image and said product image to form said composite image.

287.	(previously presented) The method of operating a server as claimed in claim 286, wherein there is further included the step of receiving a signal from the user system indicative of whether or not the user approves of said composite image.

288.	(previously presented) The method of operating a server as claimed in claim 286, wherein the server includes a memory and there is further included the step of receiving and storing a plurality of said logo images in the memory.

289.	(previously presented) The method of operating a server as claimed in claim 288, wherein the server includes a second memory and there is further included a step of receiving and storing a plurality of product images in the second memory.

290.	(previously presented) A method for generating a composite image including:

a)	presenting at least one logo image via a Web interface on a browser;

b)	presenting at least one product image via a Web interface on the browser;

c)	communicating a selection of said one logo image and said one product image to a server via a network;

d)	automatically generating a composite image of said one logo image and said one product image at the server; and

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e)   communicating said composite image from the server to the browser via the network.

291.   (previously presented) The method for generating a composite image as claimed in claim 290, wherein said product image includes a textual image.

292.   (previously presented) The method for generating a composite image as claimed in claim 290, wherein said composite image includes said logo image placed in a default position on said product image.

293.   (previously presented) The method for generating a composite image as claimed in claim 290 further including the steps of:

a)   positioning said logo image relative to said product image via a Web interface presented on the browser to generate relative positioning information;

b)   communicating the relative positioning information to the server via the network; and

c)   automatically generating the composite image of said logo image and said product image at the server according to the relative positioning information.

294.   (previously presented) A network-based method for generating a composite image, the method including:

a)   receiving a logo image and a product image at a server from a browser responsive to a user-selection of said logo image and said product image;

b)   automatically generating a composite image of said logo image and said product image at the server, and

c)   communicating said composite image from the server to the browser via a network.

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295. (previously presented) The network-based method of claim 294, wherein said product image is a decorative image including any one of a group of images including a logo image and a text image.

296. (previously presented) The network-based method of claim 294, wherein said composite image includes said logo image is placed in a default position on said product image.

297. (previously presented) The network-based method of claim 294, wherein there is further included a step of receiving a relative positioning information from the browser via the network and automatically generating said composite image of said logo image and said product image at the server according to said relative positioning information.

298. (previously presented) The network-based method of claim 294, wherein said composite image is associated with information in a database to generate a photo sample.

299. (previously presented) The network-based method of claim 298, wherein said photo sample is transmitted via the network to a specified e-mail address.

300. (previously presented) A network-based method for generating a composite image, the method including:

a)   presenting on a browser at least one logo image for user selection via a first Web interface;

b)   communicating a user's selection of said logo image and said product image to a server via a network;

c)   receiving a composite image of the first image and the second image from the server at the browser via the network; and

d)   displaying on the browser said composite image via a second Web interface.

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301.   (previously presented) The network-based method of claim 300, wherein said logo image includes a text image.

302.   (previously presented) The network-based method of claim 300, wherein the composite image includes said logo image placed in a default position on said product image.

303.   (previously presented) The network-based method of claim 300, further including the step of:

a)   positioning said logo image relative to said product image via a Web interface presented on the browser to generate a relative positioning information;

b)   communicating said relative positioning information to the server via the network;

c)   receiving said composite image of said logo image and said product image from the server to the browser, the composite image generated according to the relative positioning information; and

d)   displaying the composite image to the user at the browser.

304.   (previously presented) A network-based method for generating a composite image, said method including the steps of:

a)   presenting on the browser a logo image for user selection via a first Web interface;

b)   presenting on the browser a product image for user selection via a second Web interface;

c)   communicating via a network a selection of said logo image and said product image to a server;

d)   receiving from the server at the browser via the network a composite image of said logo image and said product image; and

e)   displaying on the browser said composite image via a third Web interface.

305.   (previously presented) The network-based method of claim 304, wherein said logo image includes a text image.

306.   (previously presented) The network-based method of claim 304, wherein said composite image includes said logo image placed in a default position on said product image.

307.   (previously presented) The network-based method of claim 304, further including the steps of:

a)   positioning said logo image relative to said product image on the browser to generate a relative positioning information;

b)   communicating said relative positioning information to the server via the network;

c)   communicating said composite image of said logo image and said product image from the server to the browser, said composite image generated according to said relative positioning information; and

d)   displaying said composite image at the browser.

308.   (previously presented) Apparatus for generating a composite image including:

a)   a logo image database for storing at least one logo image;

b)   a second image database for storing at least one product file image; and

c)   a server to receive a user selection via a network of at least one logo image and at least one product image and to generate said composite image of said one logo image and

said one product image wherein said one logo image is positioned relative to said one product image.

309. (previously presented) The apparatus of claim 308, wherein said logo includes a text image.

310. (previously presented) The apparatus of claim 308, wherein said server is further configured to generate a photo sample of said one logo image.

311. (previously presented) The apparatus of claim 308, wherein said server is further configured to transmit the photo sample via said network to a specified e-mail address.

312. (currently amended) An apparatus for generating a composite image including:

a) means for presenting via a Web interface ~~presented~~ on a browser a logo image;

b) means for presenting via a Web interface ~~presented~~ on the browser a product image;

c) means for communicating via a network a user selection of the logo image and the product image to a server;

d) means for automatically generating at said server a composite image of the logo image and the product image; and

e) means for communicating via said network the composite image from said server to said browser.

313. (previously presented) The apparatus of claim 312, wherein the logo image includes a text image.

314.   (previously presented) The apparatus of claim 313, wherein said means for automatically generating a composite image are further configured to generate a photo sample of the logo image.

315.   (previously presented) The apparatus of claim 312, wherein said means for automatically generating a composite image are further configured to transmit the photo sample via said network to a specified e-mail address.

316.   (previously presented) A method of providing information via an electronic site comprising:

a)   receiving a first instruction from a user at an electronic site, wherein the first instruction is to display a view to the user; and

b)   sending to the electronic site a first information corresponding to said view, wherein said view displays at least one icon including a first logo on a first promotional product, wherein said logo is related to a first entity that is associated with the user.

317.   (previously presented) The method of providing information as claimed in claim 316, wherein said view includes a second promotional product, wherein said second promotional product is different from said first promotional product.

318.   (previously presented) The method of providing information as claimed in claim 316, further comprising the steps of receiving from the user an identifier and password, before sending to the user said first instruction.

319.   (previously presented) The method of providing information as claimed in claim 316, wherein said logo includes a picture or an illustration that includes or is created by a second entity.

320.   (previously presented) The method of providing information as claimed in claim 316, further comprising the step of receiving an order for said first promotional product while the user is at the electronic site.

321.   (previously presented) A method of providing a digital representation of a promotional product, wherein said method is performed by a first entity and comprises the steps of:

a)   receiving via a network an order for the digital representation from a user, wherein said order includes:

i)   an information regarding said promotional product; and

ii)   an electronic file that includes a logo for a second entity associated with the user;

b)   combining said electronic representation of said promotional product with information regarding said logo within the electronic file to create a composite digital representation of said promotional product with said logo superimposed thereon; and

c)   sending via the network said composite digital representation to the user.

322.   (previously presented) The method of providing a digital representation of said promotional product as claimed in claim 321, wherein said digital representation comprises a two-dimensional view showing how said logo should appear on said promotional product.

323.   (previously presented) The method of providing a digital representation of said promotional product as claimed in claim 321, wherein the user selects at least one logo from a group consisting of a trademark, and a service mark of the second entity.

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324. (previously presented) A method of obtaining information by a user at an electronic site, said method comprising the steps of:

a) receiving via a network a first information from a first entity, wherein said first information is displayed as a first set of logos;

b) sending via the network a first signal to the first entity at a server, wherein said first signal is initiated at a browser by the user selecting at least one first logo from said first set of logos; and

c) receiving via the network a second information from the first entity, wherein said second information is displayed as a second set of promotional products.

325. (previously presented) The method of claim 324, further comprising:

a) sending a second signal to the first entity at the server, wherein said second signal is initiated at the browser by the user selecting at least one promotional product from said second set of promotional products; and

b) responding to said first and second signals to generate a composite image comprised of said user selected logo and said user selected promotional product.

326. (previously presented) A method carried out on the internet for facilitating a user to select at least one promotional product from a plurality of promotional products, said method comprising the steps of:

a) communicating via a network from a server a first information, wherein said first information is displayed to the user as a plurality of promotional product categories on a first website;

b) facilitating the user to select at least one of said plurality of displayed promotional product categories;

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c)　　communicating via the network to the server a message indicating said selected one promotional product category; and

d)　　communicating from the server a second information, wherein said second information is displayed to the user as a plurality of promotional products, all of a common category as selected by the user.

327.　(previously presented)　The method for facilitating a user to select at least one promotional product as claimed in claim 326, wherein there is further included a step of communicating a second message indicating at least one of said promotional products of said common category.

328.　(currently amended)　A method of preparing a server to support a client system and to provide a composite image, the component parts of said composite image comprising at least a first image and at least a second image, said method comprising the steps of:

a)　　inputting to the server data representative of said first images and said second images;

b)　　thereafter generating a set of first images from said data representative of said second first images; said second image; and generating a set of second images from said data representative of said second images; and

c)　　generating from said data representative of said first image said first image; and

d) c)　preparing a first and second webpages bearing indicia designed to be actuated by a user of the supported client system to select respectively at least one of said set of said second first images and one of said second images and to embed said selected first

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and second image**s** into said _first and second_ webpage**s** to be downloaded over a network to and displayed by the supported client system.

329. (currently amended) The method of preparing a server as claimed in claim 328, wherein there is included the steps of preparing a ~~third~~ _second_ webpage, selectively accessing respectively from ~~said~~ first and second libraries selected first and second images, superimposing said selected first image on said second image to provide said composite image, and embedding said composite image into said ~~third~~ _second_ webpage to be transmitted to and displayed by the supported client system.

330. (previously presented) The method of preparing a server as claimed in claim 328, wherein there is further included the step of preparing a second webpage bearing indicia designed to be actuated by the user of the supported client system to select one of said set of said first images and to embed said selected first image into said second webpage to be transmitted to and displayed by the supported client system.

331. (currently amended) A server adapted to support a client system _and_ to generate a composite image, the component parts of said composite image comprising first and second images, said server comprising:

a)   a programmed processor ~~for receiving and~~ responsive to data _for constructing_ ~~representative of~~ a set of said first _images and a set of second_ images;

b)   _said processor programmed to prepare_ a first library for storing said set of _said_ first images;

c)   _said processor programmed to_ prepare a second library for storing ~~data~~ ~~representative of~~ said set of said second images; and

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d)   said programmed processor facilitating via a communication path a communication session with the supported client system to permit the user of the client system to select at least one of said set of said first images from said prepared first library and one of said set of said second images from said prepared second library, said programmed processor responsive to the user selection of one of said set of said first images to access from said prepared first library that selected first image and to the user selection of one of said set of said second images to access from said prepared second library and to superimpose said selected first image upon said selected first image.

332.   (previously presented) The server adapted to support a client system as claimed in claim 331, wherein there is further comprised a memory for storing at least one webpage bearing indicia designed to be actuated by a user of the of the supported client system to select a corresponding one of said set of said second images, said programmed processor responsive to the actuation of one of said indicia to select the corresponding one of said set of said second images for embedding said selected second image into said webpage to be transmitted to and to be displayed by the supported client system.

333.   (previously presented) The server adapted to support a client system as claimed in claim 332, wherein said memory stores a set of parameters, each of which defines a certain characteristic of said corresponding second image and a second webpage bearing indicia designed to be actuated by the user of the supported client system to select one of said set of said parameters to define that characteristic of said selected second image, and said programmed processor is programmed to respond to the actuation of an indicia of said second webpage corresponding to a selected one of said set of said parameters to set that characteristic of said second image.

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334. (new) A server connected by a network to a client system and adapted to enable users to view and browse first images and second images, whereby the first image may be superimposed on the second image, said server comprising:

a) a processor programmed to input the first images and the second images into said server;

b) said processor further programmed to construct a first library for storing a plurality of the first images and a second library for storing a plurality of second images; and

c) said processor further programmed to enable each of the users to browse via the network and the client system the plurality of first images stored in the first library and the plurality of second images in the second library.